



# The Opportunities for Accessible Tourism on the Yorke Peninsula





# About Travability

Our mission is to be agents of change; to inspire people who have never traveled before to do so, and to inspire others to do more. To encourage all cultures of the world to see disability as an integral part of life, and to provide the motivation and tools to the tourism industry to allow them to create accessible environments that enable inclusion in an economically sustainable way.



A truly remarkable travel experience  
leaves the visitor changed in some way.







# Why should we accommodate travellers with a disability?





# The Purple Dollar

\$AUD 10.8 Billion

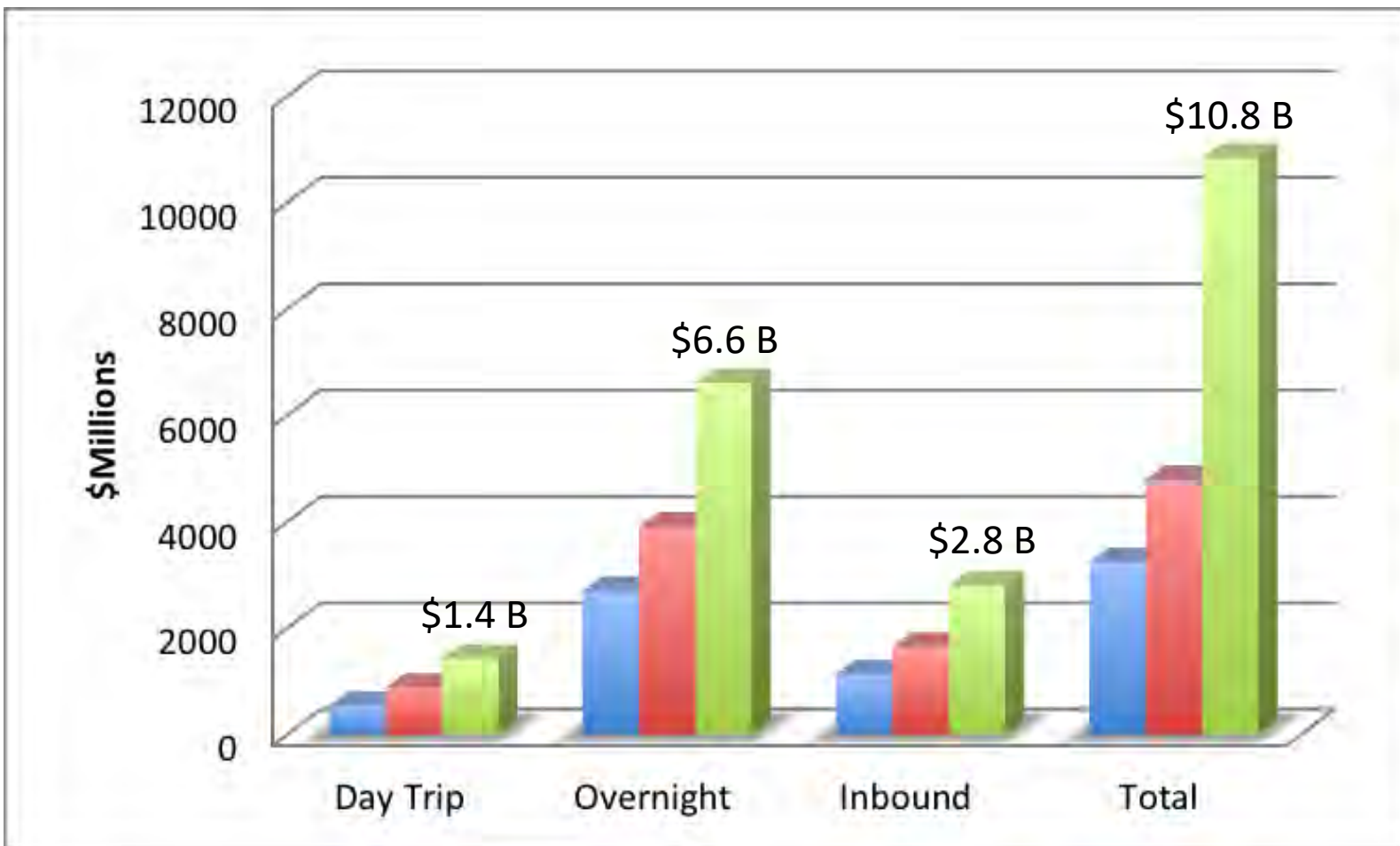
\$US 17 Billion

£ 14 Billion





# Economic Drivers – Australian Research





# Market size compared to major inbound segments







# Economic Drivers - Research

**Of every person who has lived to be 65 from the beginning of recorded history, two-thirds are alive today**





# Baby Boomer Influence

The Baby Boomers will be unlike any other generation of retirees that have come before it. It is an adventurous and consumer driven generation. Further, unlike previous generations, it will spend its accumulated wealth rather than build a nest egg to pass on to future generations. It will dominate the tourism market for the next 20 years.

## US Statistics from 2009

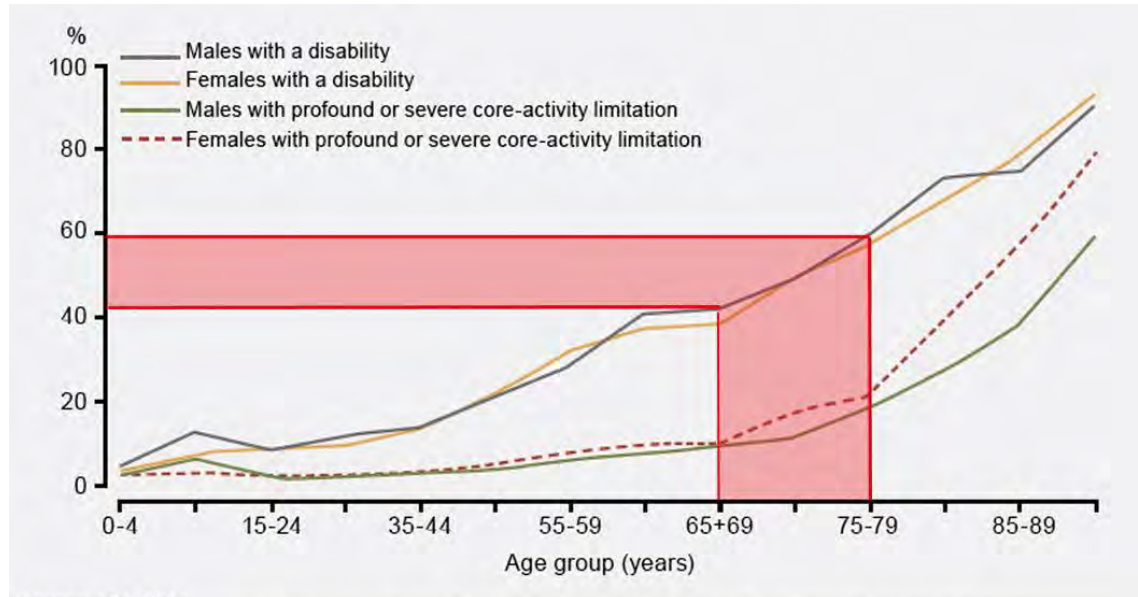
- 70% will inherit \$300K average
- Top 8 million \$1.5M average
- Total inheritance \$8.4 Trillion
- In 2009, households headed by adults ages 65 and older ... had 47 times as much net wealth as the typical household headed by someone under 35 years of age.





# Baby Boomer Influence

The impact on Accessible Travel is significant as over 40% of them will be retiring with some form of disability, raising the total value of the Inclusive Tourism sector to between **14% and 20% of the market.**



Source ABS 2004

*The retirement of the Baby Boomer generation will significantly increase the market size of the Inclusive Travel sector through age acquired disabilities*



What distinguishes disability from every other minority group?





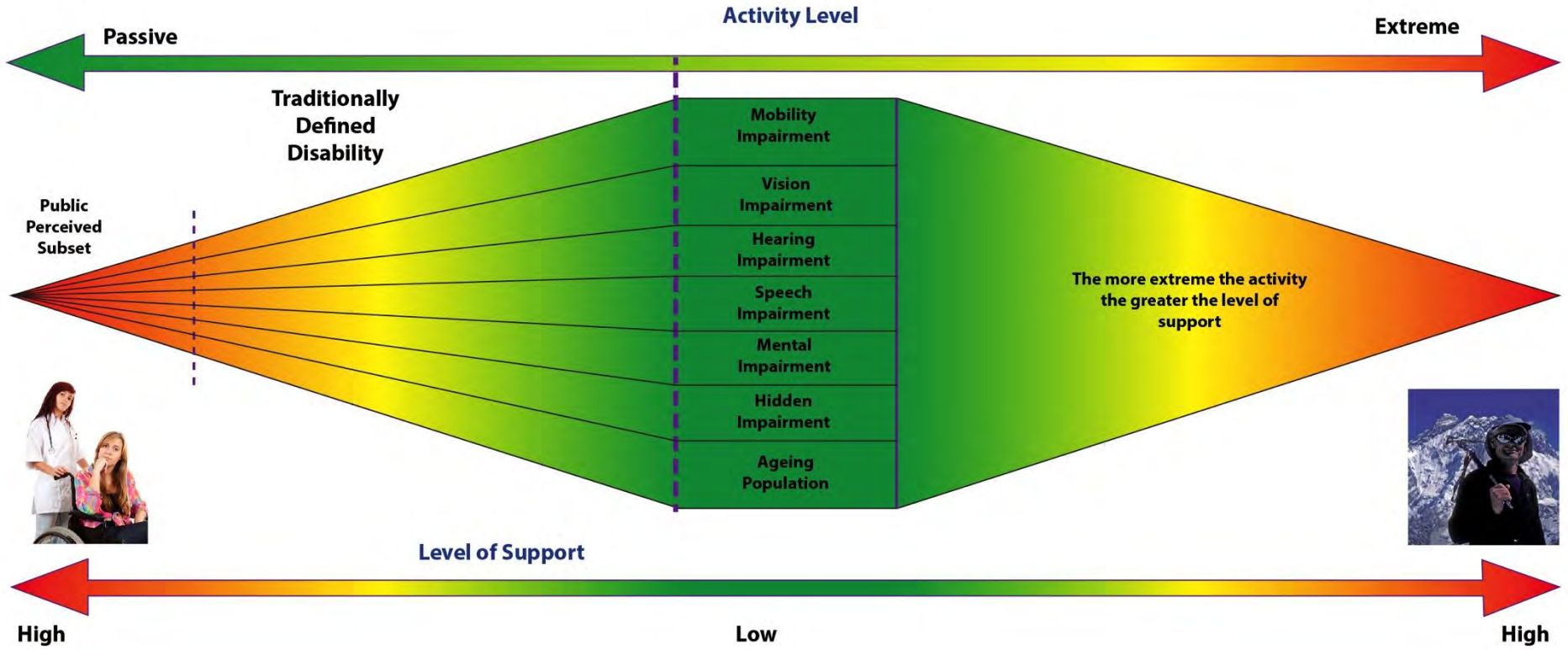
# Challenging Perceptions

**Disability is the only minority group  
anyone can join in an instant.**



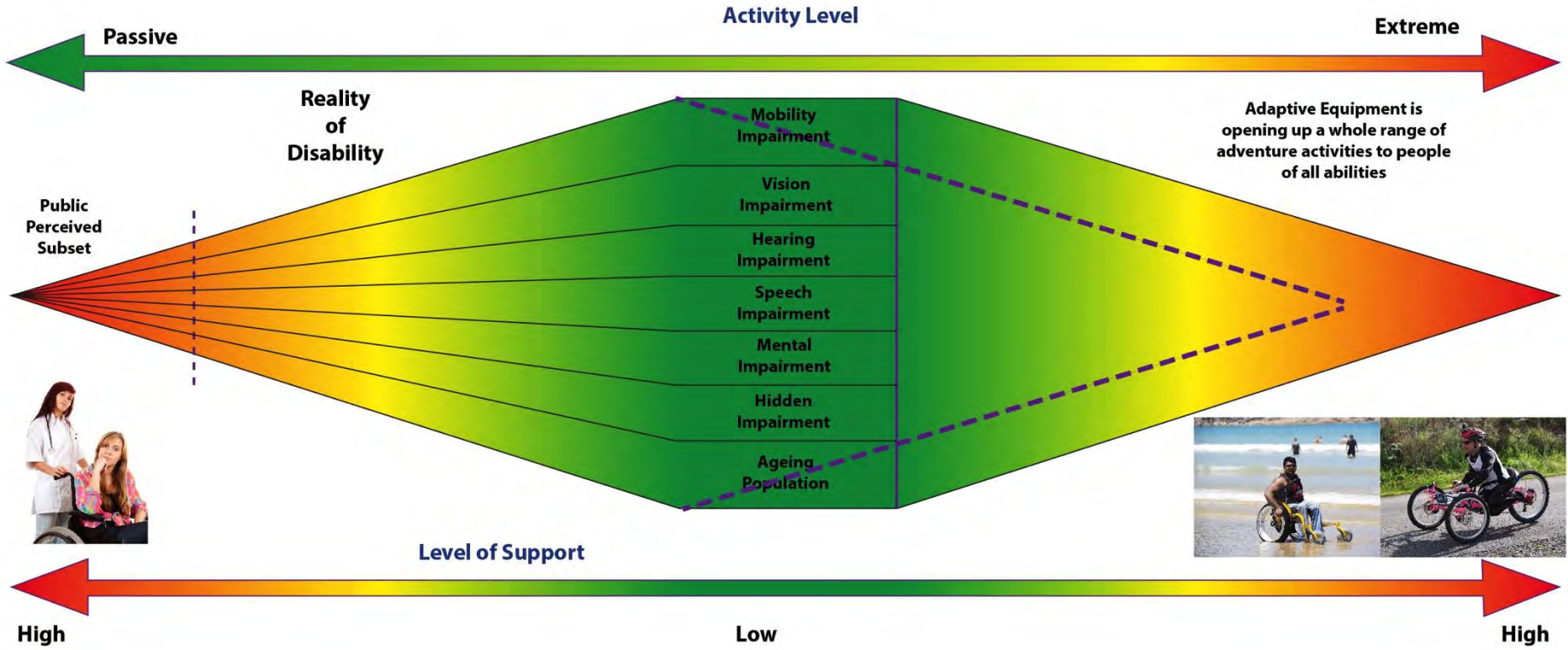


# Continuum of Ability





# Continuum of Ability



Passive

Activity Level

Extreme

Reality of Disability

Adaptive Equipment is opening up a whole range of adventure activities to people of all abilities

Public Perceived Subset

- Mobility Impairment
- Vision Impairment
- Hearing Impairment
- Speech Impairment
- Mental Impairment
- Hidden Impairment
- Ageing Population

Level of Support

High

Low

High





# Makingtrax

Our vision is to see NZ tourism embrace all abilities and adapt their offerings, providing ultimate experiences to all.









# Have a Go

## Uluru Camel Rides

“We often have guests visit who have limited mobility, here at the farm we cater for everyone’s needs. Andrew and his daughter Alexandra joined us on our camel to Field to Lights experience, Alexandra is reliant on her wheelchair to get around. While Alexandra and her Dad enjoyed their camel experience and the breathtaking views of Uluru Alexandra’s wheelchair was safely delivered to the unloading area at Field of Light using our new ATV, her wheelchair was waiting for her when she arrived at the site on camelback, like a true rock star.”



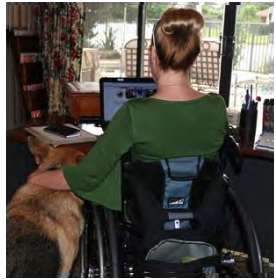


# Innovations in Outdoor Equipment





# Travel Chain



- Travel is about a seamless experience
- It is symbiotic system
- It about both the journey and the destination as a whole





# Yorke Peninsula

The Yorke Peninsula currently markets itself as a family holiday destination with its major catchment being Adelaide and the Riverland.

Key Attributes:

fishing, beaches, surfing, snorkeling and network of walking trails making up the Walk the Yorke.

In addition, to the natural assets it has a rich mining history and influence of its early Cornish settlers. Those influences can be seen all over the Yorke Peninsula in its mural artworks





# Yorke Peninsula – Target Market

## **Families**

There is a broad range of accommodation and good beach and trail activities available, including the Splash Park at Moonta.

## **Couples**

Winter season opportunity. The spectacular coastline and scenery is a major drawcard for young couple looking for a romantic getaway.

## **Retirees**

The abundance of land based fishing options and caravan parks could be a major drawcard for retirees. Detour on the Big Lap

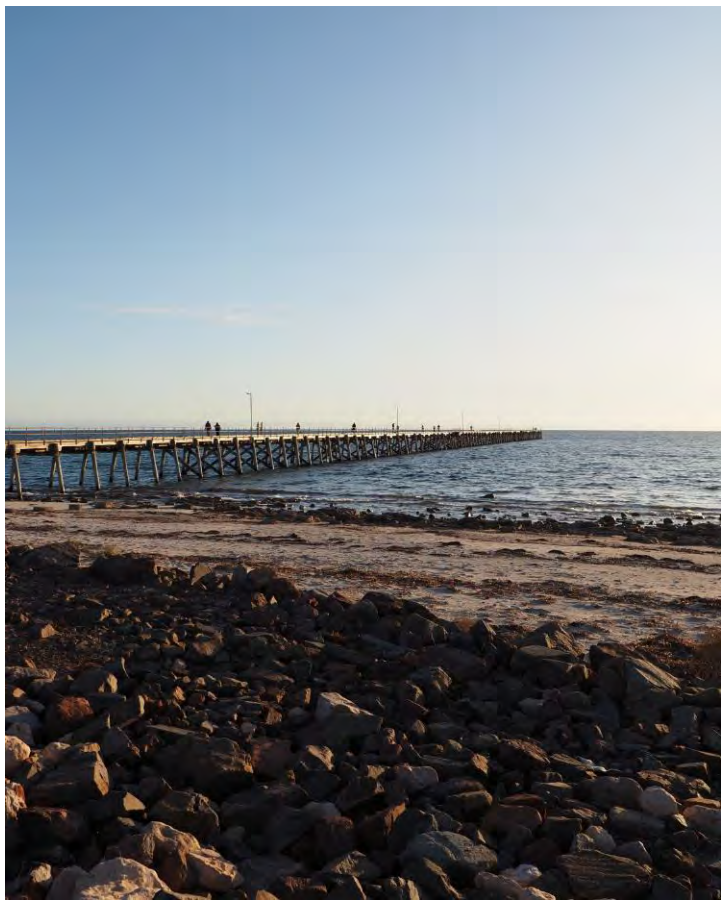




# Yorke Peninsula – Key Locations

Areas identified as key Accessible Tourism destinations:

- **Copper Coast Council** - Port Hughes, Moonta Bay, Moonta and Wallaroo
- **Yorke Peninsula Council** - Port Vincent and Stansbury
- **Barunga West Council** - Port Broughton as a future site for accessible boating.





# Yorke Peninsula – Suggested Itineraries

Long weekend family beach stay  
centering on Port Hughes, Moonta  
Bay, Moonta, Wallaroo

Week long family vacation

- Beach fun
- Selected short walks • Art Trail
- Fishing
- Snorkeling

Fishing adventures

Couples art trail and food escape

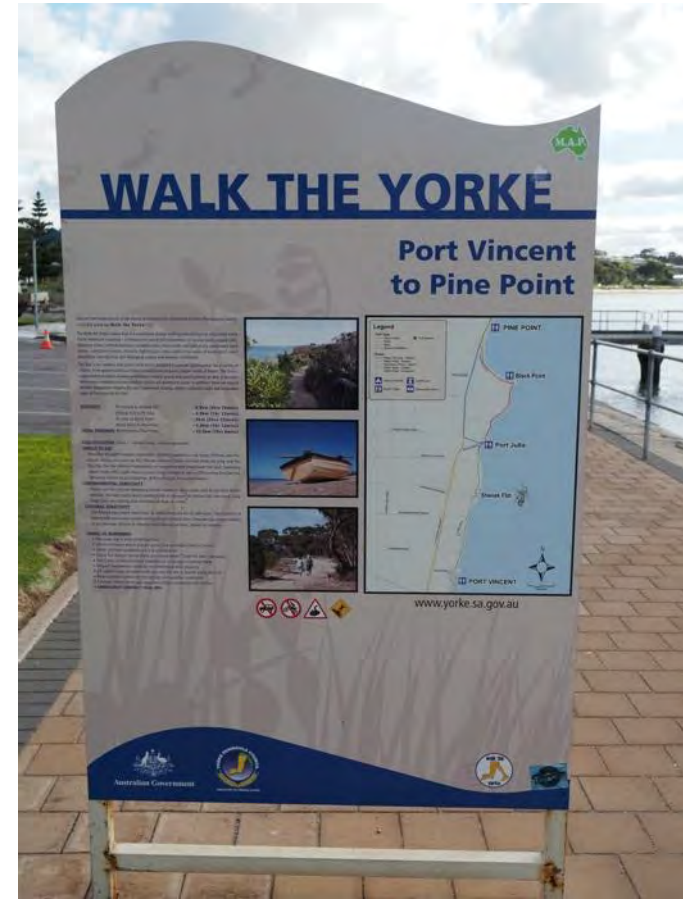






# Yorke Peninsula – Opportunitites

- Changing Places/Adult Change Facility
- Beach Access Ramps
- Beach Wheelchairs
- Enhancement of Water-based offerings
- Open the Door to Nature





# Marketing VisitEngland



**Relaxation,  
romance  
and...  
ramps**



**Sun,  
sea and...  
step-free  
access**



**History,  
heritage  
and...  
handrails**



**Art,  
aperitifs  
and...  
accessible  
loos**



One day I am a Customer

The next day I am Disabled

**Magnus Berglund**  
**Accessibility Director**  
**Scandic Hotels**



# Questions



Advocates for Accessible Tourism  
<http://travability.travel>

